

VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL ONLY VISITOR

CONDOMINIUM ONLY VISITOR

CRUISE SHIP VISITOR



VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTELS ONLY: Of the total 6.95 million visitors in 2000, 64.4% chose hotels as their only means of accommodation while in the islands. There were more domestic visitors (54.1%) than international visitors (45.9%) staying exclusively in hotels. A little over half (52.6%) were repeat visitors to Hawaii. Nearly 35 percent came as independent travelers while the remainder purchased group or package tours.

Compared to 1999, arrivals from this group of visitors increased for Oahu (+4.6%), the Big Island (+2.7%) and Maui (+1.5%), but fell for the other islands.

This group spent the most time on Oahu (5.70 days), followed by Maui (5.42 days) and the Big Island (4.97 days).

Although pleasure was the primary reason for their trip to Hawaii, accounting for 81 of all hotel only visitors, MCI was the fastest growing segment (+22.4%) increasing to 11 percent of the total for this group.

CONDOMINIUMS ONLY: There were 13.1 percent fewer visitors who stayed exclusively in condominiums compared to 1999. The majority of condo only visitors (80.2%) were from the domestic market. More were independent travelers (66.8%) compared to visitors who purchased group or packaged tours. Over half (51.4%) visited Maui while 36.3 percent visited Oahu and 18.6 percent visited Kauai while 15.1 percent visited the Big Island.

In general, this group of visitors spent more time in Hawaii than their hotel only counterpart. Condo only visitors stayed the longest on Maui (9.44 days), followed by the Big Island (9.00 days) and Kauai (8.60 days).

Pleasure was also the primary reason given by this group of travelers, accounting for nearly 92 percent of all condo only visitors.

CRUISE SHIPS: Visitors arriving by air to board cruise ships rose 1.1 percent to 91,001 passengers. This increase combined with a longer length of stay (9.22 days up from 8.93) led to a 4.5 percent growth in visitor days. The bulk of the cruise passengers came from the domestic market and more than half (55.4%) were first-time visitors. Besides cruise ships, 35 percent of the passengers also stayed in hotels.

In addition, 35 foreign cruise ships visited the islands during the year, compared to 41 ships in 1999 (TABLE 61). These ships carried a total of 40,699 passengers (-9.1%) with an average length of stay of 5.75 days.

FIGURE 8: 2000 Visitor Arrivals by Accommodation

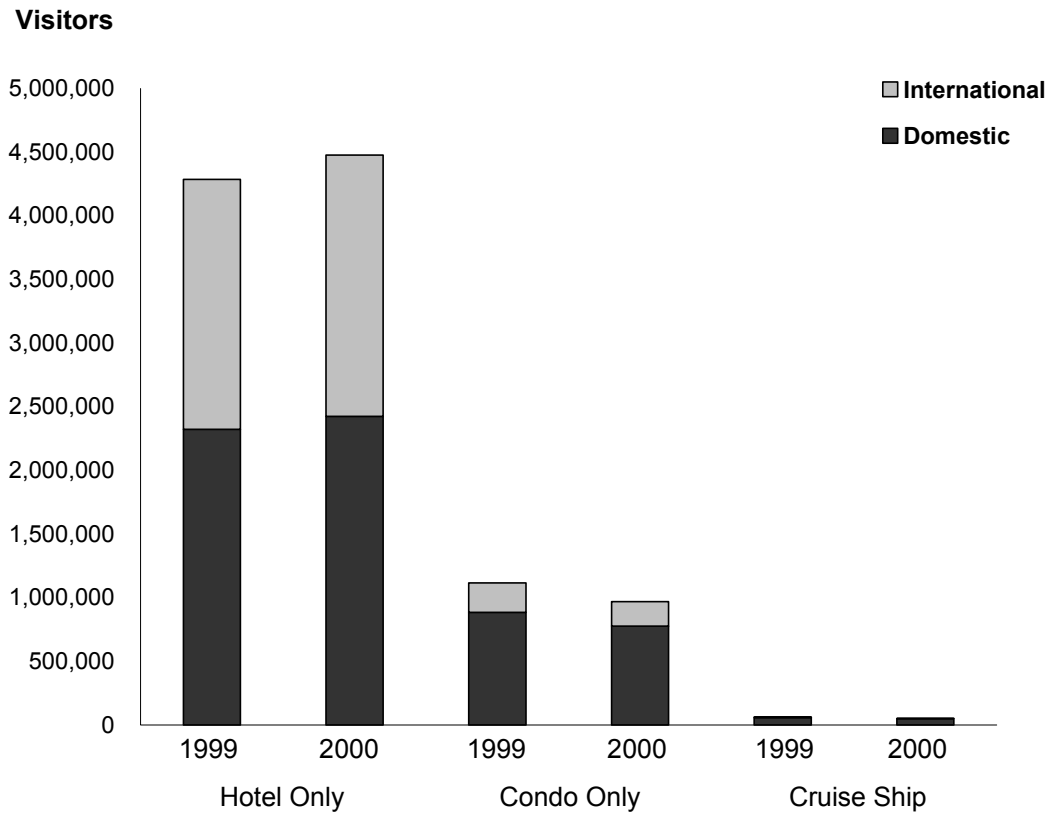
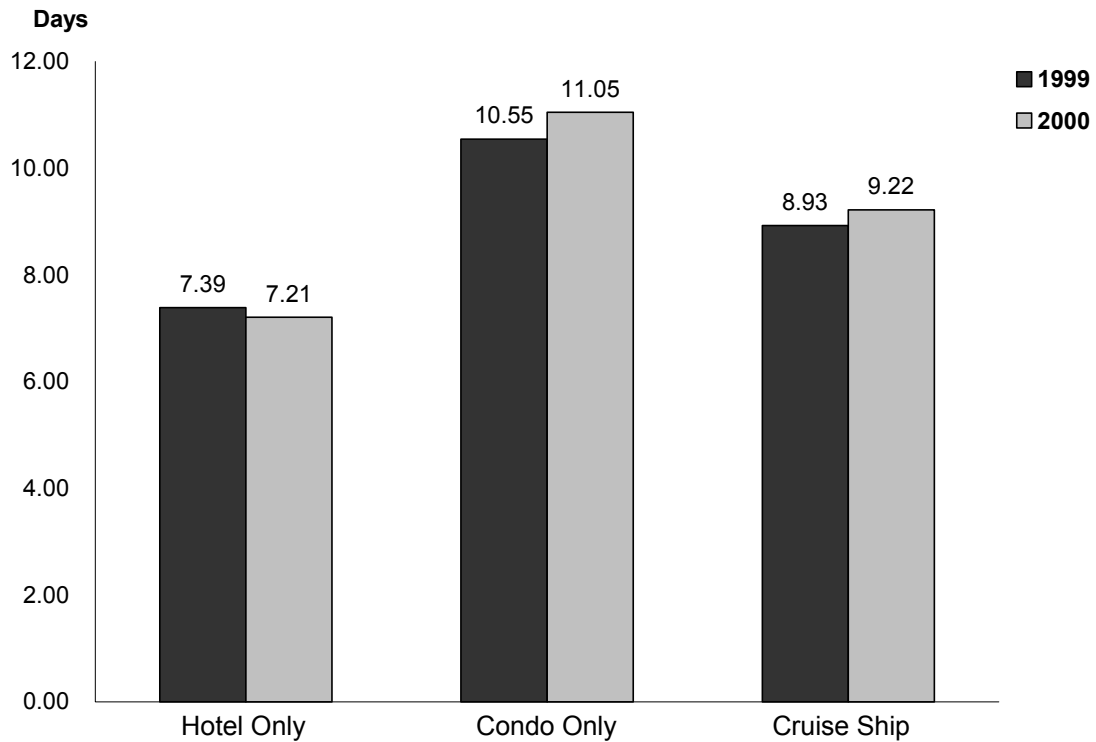


FIGURE 9: Length of Stay by Accommodation: 2000 vs. 1999



Source: DBEDT

TABLE 30: Hotel Only Visitor Characteristics: 2000 vs. 1999

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	32,269,716	31,661,424	1.9%	20,841,471	20,057,957	3.9%	11,428,245	11,603,468	-1.5%
Total Visitors	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
PARTY SIZE									
One	757,031	725,471	4.4%	526,337	492,511	6.9%	230,694	232,960	-1.0%
Two	1,905,562	1,905,023	0.0%	1,170,254	1,161,388	0.8%	735,308	743,635	-1.1%
Three or more	1,814,274	1,655,785	9.6%	727,081	667,815	8.9%	1,087,193	987,970	10.0%
Avg Party Size	2.16	2.13	1.7%	1.87	1.87	0.2%	2.51	2.43	3.1%
VISIT STATUS									
First-Time	2,120,362	1,995,879	6.2%	993,804	960,890	3.4%	1,126,558	1,034,990	8.8%
Repeat	2,356,505	2,290,399	2.9%	1,429,868	1,360,825	5.1%	926,637	929,574	-0.3%
Average # Trips	3.36	3.42	-1.6%	4.04	4.02	0.7%	2.56	2.71	-5.5%
TRAVEL METHOD									
Group Tour	1,620,029	1,351,057	19.9%	312,071	300,968	3.7%	1,307,957	1,050,090	24.6%
Package	2,812,541	2,562,910	9.7%	1,083,302	1,054,656	2.7%	1,729,239	1,508,255	14.7%
Group Tour & Pkg	1,517,471	1,173,918	29.3%	250,804	244,825	2.4%	1,266,666	929,093	36.3%
True Independent	1,561,767	1,545,780	1.0%	1,279,103	1,210,917	5.6%	282,664	334,863	-15.6%
ISLANDS VISITED									
Oahu	3,396,186	3,245,460	4.6%	1,490,455	1,405,780	6.0%	1,905,731	1,839,680	3.6%
Maui County	1,305,685	1,303,508	0.2%	967,912	982,419	-1.5%	337,773	321,089	5.2%
...Maui	1,273,679	1,254,525	1.5%	941,044	954,180	-1.4%	332,634	300,345	10.8%
...Molokai	25,214	26,095	-3.4%	19,527	20,558	-5.0%	5,687	5,537	2.7%
...Lanai	48,776	56,626	-13.9%	41,855	43,988	-4.8%	6,922	12,638	-45.2%
Kauai	535,322	536,531	-0.2%	392,735	435,688	-9.9%	142,587	100,843	41.4%
Big Island	739,041	719,285	2.7%	464,633	468,641	-0.9%	274,408	250,644	9.5%
...Hilo	183,190	190,407	-3.8%	111,627	122,509	-8.9%	71,563	67,899	5.4%
...Kona	647,128	613,385	5.5%	410,535	408,150	0.6%	236,594	205,235	15.3%
LENGTH OF STAY									
Oahu (days)	5.70	5.63	1.2%	6.46	6.12	5.5%	5.10	5.26	-2.9%
Maui (days)	5.42	5.58	-2.9%	6.22	6.15	1.1%	3.16	3.75	-15.9%
Molokai (days)	4.40	4.08	8.1%	5.12	4.56	12.3%	1.93	2.27	-15.0%
Lanai (days)	4.77	4.36	9.3%	5.05	4.46	13.1%	3.12	4.03	-22.7%
Kauai (days)	4.67	4.96	-5.9%	5.56	5.52	0.7%	2.21	2.56	-13.6%
Big Island (days)	4.97	5.21	-4.7%	6.03	5.90	2.2%	3.18	3.94	-19.3%
...Hilo (days)	3.14	3.37	-6.8%	3.91	3.86	1.5%	1.94	2.50	-22.2%
...Kona (days)	4.77	5.06	-5.7%	5.76	5.62	2.5%	3.06	3.96	-22.7%
Statewide (days)	7.21	7.39	-2.4%	8.60	8.64	-0.5%	5.57	5.91	-5.8%
ACCOMMODATIONS									
Hotel	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
...Hotel Only	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
PURPOSE OF TRIP									
Pleasure (Net)	3,616,419	3,522,789	2.7%	1,785,540	1,756,868	1.6%	1,830,879	1,765,920	3.7%
...Honeymoon	543,799	560,115	-2.9%	198,819	191,866	3.6%	344,981	368,249	-6.3%
MC&I (Net)	494,781	404,227	22.4%	387,184	323,756	19.6%	107,596	80,470	33.7%
...Convention/Conf.	306,530	243,808	25.7%	250,414	204,611	22.4%	56,116	39,197	43.2%
...Corp. Meetings	101,170	83,627	21.0%	82,865	67,749	22.3%	18,305	15,878	15.3%
...Incentive	92,986	81,362	14.3%	58,169	55,235	5.3%	34,817	26,127	33.3%
Other Business	163,130	170,953	-4.6%	136,850	133,349	2.6%	26,280	37,604	-30.1%
Visit Friends/Relatives	88,382	74,660	18.4%	66,549	59,041	12.7%	21,834	15,620	39.8%
Government/Military	46,298	47,308	-2.1%	34,691	35,235	-1.5%	11,606	12,073	-3.9%
Attend School	5,521	5,245	5.3%	3,295	2,903	13.5%	2,226	2,341	-4.9%

Source: DBEDT

TABLE 31: Condo Only Visitor Characteristics: 2000 vs. 1999

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	10,705,821	11,765,003	-9.0%	8,765,286	9,794,001	-10.5%	1,940,535	1,971,003	-1.5%
Total Visitors	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
PARTY SIZE									
One	131,541	141,893	-7.3%	112,908	122,849	-8.1%	18,633	19,044	-2.2%
Two	390,006	445,377	-12.4%	334,468	402,209	-16.8%	55,538	43,168	28.7%
Three or more	447,487	527,993	-15.2%	329,600	359,409	-8.3%	117,887	168,584	-30.1%
Avg Party Size	2.25	2.25	-0.3%	2.15	2.14	0.4%	2.64	2.68	-1.6%
VISIT STATUS									
First-Time	254,259	292,285	-13.0%	192,453	226,513	-15.0%	61,805	65,772	-6.0%
Repeat	714,775	822,978	-13.1%	584,523	657,954	-11.2%	130,253	165,024	-21.1%
Average # Trips	5.46	5.19	5.1%	5.63	5.41	4.2%	4.75	4.36	8.7%
TRAVEL METHOD									
Group Tour	65,520	69,023	-5.1%	19,965	21,470	-7.0%	45,555	47,553	-4.2%
Package	314,223	336,410	-6.6%	230,218	251,018	-8.3%	84,005	85,392	-1.6%
Group Tour & Pkg	57,713	55,937	3.2%	15,260	15,951	-4.3%	42,453	39,986	6.2%
True Independent	647,005	718,671	-10.0%	542,053	627,930	-13.7%	104,951	90,741	15.7%
ISLANDS VISITED									
Oahu	352,091	395,422	-11.0%	220,178	252,455	-12.8%	131,912	142,967	-7.7%
Maui County	506,518	536,372	-5.6%	440,484	490,463	-10.2%	66,034	45,909	43.8%
...Maui	498,425	527,927	-5.6%	433,287	482,579	-10.2%	65,137	45,348	43.6%
...Molokai	9,523	10,651	-10.6%	8,380	10,271	-18.4%	1,142	380	201.0%
...Lanai	8,784	10,775	-18.5%	7,625	9,659	-21.1%	1,159	1,116	3.8%
Kauai	180,537	229,655	-21.4%	165,587	214,152	-22.7%	14,950	15,503	-3.6%
Big Island	145,912	182,139	-19.9%	128,807	165,823	-22.3%	17,106	16,317	4.8%
...Hilo	23,765	30,700	-22.6%	20,696	28,016	-26.1%	3,069	2,684	14.3%
...Kona	134,468	167,389	-19.7%	119,033	152,890	-22.1%	15,435	14,499	6.5%
LENGTH OF STAY									
Oahu (days)	8.50	7.33	15.9%	8.49	7.54	12.6%	8.51	6.96	22.2%
Maui (days)	9.44	9.16	3.1%	9.52	9.21	3.3%	8.96	8.64	3.7%
Molokai (days)	7.66	7.28	5.2%	8.04	7.27	10.5%	4.87	7.42	-34.3%
Lanai (days)	5.29	4.86	8.9%	5.14	4.23	21.5%	6.29	10.30	-39.0%
Kauai (days)	8.60	8.18	5.2%	8.60	8.34	3.2%	8.63	6.01	43.5%
Big Island (days)	9.00	8.78	2.6%	9.45	9.05	4.5%	5.59	6.00	-6.8%
...Hilo (days)	4.98	5.21	-4.5%	5.35	5.38	-0.7%	2.47	3.40	-27.3%
...Kona (days)	8.89	8.56	3.8%	9.30	8.83	5.4%	5.69	5.79	-1.7%
Statewide (days)	11.05	10.55	4.7%	11.28	11.07	1.9%	10.10	8.54	18.3%
ACCOMMODATIONS									
Condo	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
...Condo Only	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
PURPOSE OF TRIP									
Pleasure (Net)	888,637	983,311	-9.6%	710,091	814,223	-12.8%	178,546	169,088	5.6%
...Honeymoon	44,263	47,909	-7.6%	35,340	39,046	-9.5%	8,923	8,863	0.7%
MC&I (Net)	21,437	23,996	-10.7%	18,012	20,285	-11.2%	3,425	3,711	-7.7%
...Convention/Conf.	15,003	16,595	-9.6%	13,075	14,570	-10.3%	1,928	2,025	-4.8%
...Corp. Meetings	3,665	5,180	-29.3%	3,441	4,452	-22.7%	224	728	-69.3%
...Incentive	2,888	2,396	20.5%	1,614	1,438	12.2%	1,273	958	33.0%
Other Business	17,998	17,363	3.7%	16,001	16,554	-3.3%	1,997	809	146.9%
Visit Friends/Relatives	31,607	33,381	-5.3%	26,839	28,141	-4.6%	4,767	5,239	-9.0%
Government/Military	2,715	3,611	-24.8%	2,463	2,615	-5.8%	252	997	-74.7%
Attend School	1,084	1,391	-22.1%	702	691	1.7%	382	701	-45.4%

Source: DBEDT

TABLE 32: Cruise Ship Visitor Characteristics^{1/}: 2000 vs. 1999

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	839,236	803,391	4.5%	708,976	743,933	-4.7%	130,261	59,458	119.1%
Total Visitors	91,001	89,971	1.1%	76,651	82,575	-7.2%	14,350	7,396	94.0%
PARTY SIZE									
One	17,788	16,392	8.5%	13,933	15,471	-9.9%	3,855	922	318.3%
Two	51,898	52,838	-1.8%	46,424	50,980	-8.9%	5,474	1,859	194.5%
Three or more	21,315	20,741	2.8%	16,294	16,125	1.0%	5,021	4,616	8.8%
Avg Party Size	1.86	1.93	-3.3%	1.86	1.83	1.3%	1.88	2.94	-36.1%
VISIT STATUS									
First-Time	50,371	46,912	7.4%	43,936	45,762	-4.0%	6,435	1,150	459.6%
Repeat	40,631	43,059	-5.6%	32,715	36,813	-11.1%	7,915	6,246	26.7%
Average # Trips	2.59	2.45	6.0%	2.41	2.40	0.6%	3.55	2.99	18.9%
TRAVEL METHOD									
Group Tour	32,066	33,837	-5.2%	27,409	31,727	-13.6%	4,657	2,109	120.8%
Package	64,375	68,390	-5.9%	57,494	62,338	-7.8%	6,881	6,053	13.7%
Group Tour & Pkg	29,475	30,802	-4.3%	24,932	28,693	-13.1%	4,543	2,109	115.4%
True Independent	24,037	18,546	29.6%	16,681	17,203	-3.0%	7,355	1,343	447.5%
ISLANDS VISITED									
Oahu	82,469	80,384	2.6%	69,163	73,146	-5.4%	13,306	7,239	83.8%
Maui County	59,792	72,073	-17.0%	56,880	66,614	-14.6%	2,912	5,459	-46.7%
...Maui	58,817	67,542	-12.9%	55,989	65,299	-14.3%	2,828	2,243	26.1%
...Molokai	9,392	9,689	-3.1%	9,131	9,608	-5.0%	261	81	221.5%
...Lanai	12,209	15,437	-20.9%	11,834	12,140	-2.5%	375	3,297	-88.6%
Kauai	53,210	65,115	-18.3%	50,748	60,696	-16.4%	2,462	4,419	-44.3%
Big Island	56,739	67,606	-16.1%	53,522	62,797	-14.8%	3,217	4,809	-33.1%
...Hilo	48,361	55,345	-12.6%	46,349	54,016	-14.2%	2,012	1,329	51.4%
...Kona	51,678	61,507	-16.0%	49,102	56,963	-13.8%	2,575	4,544	-43.3%
LENGTH OF STAY									
Oahu (days)	5.14	4.04	27.1%	4.58	3.88	17.9%	8.04	5.65	42.3%
Maui (days)	2.56	2.40	6.6%	2.51	2.38	5.4%	3.62	3.07	18.0%
Molokai (days)	1.75	1.82	-3.5%	1.73	1.82	-5.1%	2.67	1.42	87.6%
Lanai (days)	1.86	1.89	-1.7%	1.84	1.60	14.7%	2.53	2.96	-14.6%
Kauai (days)	1.72	1.71	0.5%	1.70	1.75	-2.7%	2.16	1.24	74.2%
Big Island (days)	2.66	2.58	3.0%	2.61	2.63	-0.7%	3.41	1.91	78.4%
...Hilo (days)	1.40	1.37	2.5%	1.37	1.34	2.2%	2.12	2.45	-13.6%
...Kona (days)	1.61	1.61	0.1%	1.56	1.63	-4.5%	2.59	1.30	98.8%
Statewide (days)	9.22	8.93	3.3%	9.25	9.01	2.7%	9.08	8.04	12.9%
ACCOMMODATIONS									
Hotel	31,939	31,630	1.0%	26,614	28,698	-7.3%	5,325	2,932	81.6%
Condo	2,593	1,202	115.7%	1,306	1,202	8.6%	1,287	0	NA
Timeshare	730	NA	NA	618	NA	NA	111	0	NA
Apartment	760	100	660.0%	58	65	-11.0%	702	35	1896.4%
Bed & Breakfast	830	289	186.8%	197	215	-8.3%	633	74	750.2%
Cruise Ship	91,001	89,971	1.1%	76,651	82,575	-7.2%	14,350	7,396	94.0%
Friends or Relatives	1,285	1,211	6.2%	682	536	27.3%	603	675	-10.6%
PURPOSE OF TRIP									
Pleasure (Net)	81,203	81,666	-0.6%	71,790	76,722	-6.4%	9,412	4,944	90.4%
...Honeymoon	3,040	3,671	-17.2%	2,331	3,270	-28.7%	709	401	77.0%
MC&I (Net)	2,201	2,483	-11.3%	1,627	2,323	-30.0%	574	160	259.6%
...Convention/Conf.	1,477	1,495	-1.2%	1,212	1,495	-18.9%	265	0	NA
...Corp. Meetings	553	618	-10.5%	191	459	-58.3%	362	160	127.0%
...Incentive	396	381	3.8%	269	381	-29.5%	127	0	NA
Other Business	2,110	1,079	95.5%	1,263	1,079	17.1%	847	0	NA
Visit Friends/Relatives	4,862	3,037	60.1%	914	1,169	-21.8%	3,948	1,869	111.3%
Government/Military	418	181	130.7%	296	181	63.4%	122	0	NA
Attend School	310	200	54.9%	89	166	-46.2%	221	34	543.1%

^{1/} Visitors arrived in Hawaii by air and boarded ships to cruise around the islands.

NA: Not available

Source: DBEDT